

FIG. 1
BACKGROUND ART

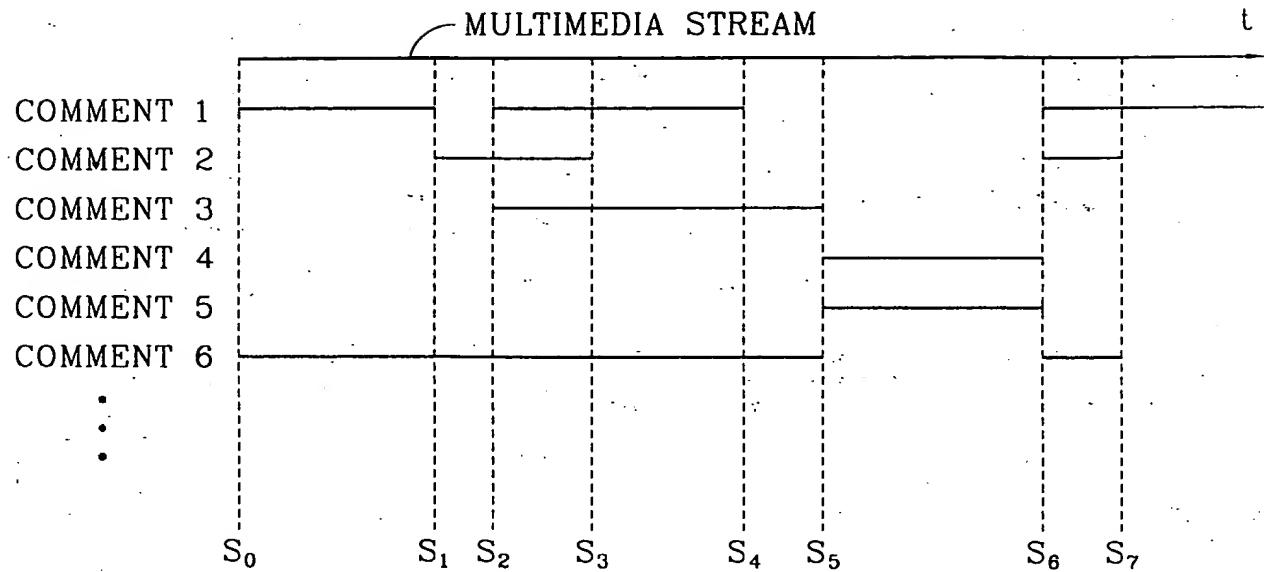


FIG. 2
BACKGROUND ART

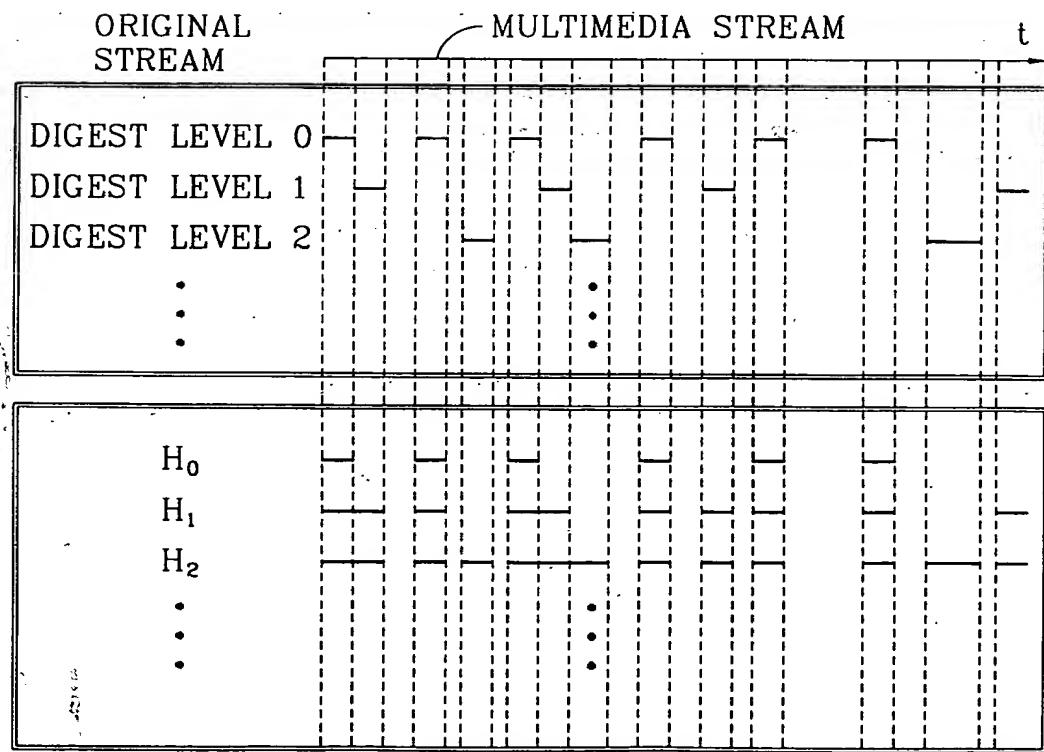


FIG. 3

	NON-PREFERENCE → PREFERENCE								
	-4	-3	-2	-1	0	1	2	3	4
DIRECTOR A			■■■■■						
DIRECTOR B									■■■■■
DIRECTOR C								■■■■■	
GENRE A									■■■■■
GENRE B							■■■■■		
GENRE C	■■■■■								
GENRE D						■■■■■			
ACTOR OR ACTRESS A									■■■■■
ACTOR OR ACTRESS B									■■■■■
ACTOR OR ACTRESS C	■■■■■								
PLAYER A									■■■■■
PLAYER B		■■■■■							
PLAYER C								■■■■■	
TEAM A									■■■■■
TEAM B	■■■■■								
•						•			
•						•			
•						•			